

WHAT IS CLAIMED IS:

1. A sensual pressure sensitive adhesive label comprising an image having at least one overcoat layer over said image wherein said overcoat layer comprises comprising at least one tactile or olfactory feature.
2. The label of claim 1 wherein said feature comprises a pressure-releasable scent.
3. The label of claim 2 wherein said pressure-releasable scent is released by microsponges.
4. The label of claim 1 wherein said feature comprises pressure release of a liquid.
5. The label of claim 2 wherein said liquid comprises an oil-based material.
6. The label of claim 2 wherein said pressure-releasable scent is released from particles in which it is encapsulated.
7. The label of claim 5 wherein said pressure-releasable oil-based material is encapsulated in fragrances.
8. The label of claim 1 wherein said at least one overcoat layer comprises a textured surface.
9. The label of claim 8 wherein said textured surface comprises only a portion of said overcoat layer.
10. The label of claim 8 wherein said textured surface comprises particles.

11. The image element of claim 10 wherein said particles have an average particle size of between 2 μm to 500 μm .

12. The image element of claim 11 wherein said particles have an average particle size of between 2 μm to 100 μm .

13. The image element of claim 8 wherein said textured surface has a depth of between 5 μm to 100 μm .

14. The image element of claim 8 wherein said textured surface comprises braille indicia.

15. The image element of claim 1 wherein said image element has at least one partial layer overlaying said feature layer that comprises an olfactory barrier layer, said feature layer comprises an olfactory feature.

16. The image element of claim 8 wherein said textured surface is in a pattern.

17. The image element of claim 8 wherein said textured surface is in intermittent areas.

18. The image element of claim 2 wherein said pressure-releasable scent overlays specific areas of said image.

19. The image element of claim 18 wherein said feature location corresponds to a complimentary area of said image.

20. The image element of claim 1 wherein said at least one overlaying layer comprises both olfactory and sensory features.

21. The image element of claim 1 wherein said image layer is on a base that has a lower pressure sensitive adhesive layer.

22. The image element of claim 1 wherein said image comprises an image formed by photosensitive silver halide.

23. The image element of claim 1 wherein said at least one overlaying layer comprises a gelatin layer.

24. The image element of claim 23 wherein said gelatin layer comprises a fragrance.

25. The method comprising providing an image and overcoating said image with at least one layer comprising a sensory or olfactory feature.

26. The method of claim 25 said feature comprises a pressure-releasable scent.

27. The method of claim 26 wherein said pressure releasable scent is released by microsponges.

28. The method of claim 25 wherein said feature comprises pressure release of a liquid.

29. The method of claim 28 wherein said liquid comprises an oil-based material.

30. The method of claim 26 wherein said pressure releasable scent is released from particles.

31. The method of claim 25 wherein said image is on a base that has a lower pressure sensitive adhesive layer.
32. The method of claim 25 wherein said image comprises an image formed by photosensitive silver halide.
33. The method of claim 25 wherein said overcoat layer comprises a mixture of vinyl polymer and urethane polymer wherein said urethane polymer has an indentation modulus less than 0.6 GPa and wherein said overcoat layer is less than 10 micrometers in thickness.
34. The method of claim 25 wherein said overcoat layer is coated using gravure coating.
35. The method of claim 25 wherein said overcoat layer comprises a ultraviolet radiation cured environmental protection layer and a primer layer.
36. The method of claim 25 wherein said overcoat layer is discontinuous such that a fraction of the surface area of the image element remains uncovered by said overcoat layer.